

## UTAH FILM COMMISSION 2008 PRESS ARCHIVE

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# Governor's Office of Economic Development

## State of Utah

JON M. HUNTSMAN, JR.  
*Governor*

GARY R. HERBERT  
*Lieutenant Governor*

JASON P. PERRY  
*Executive Director*

MARSHALL D. MOORE  
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FOR IMMEDIATE RELEASE:  
January 8, 2008

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### Utah Film Commission Announces Winners of the 2007 'Spot On' Commercial Contest

Salt Lake City, UT – The Utah Film Commission (UFC) has announced the winners of the "Spot On" Commercial contest. The "Spot On" winners for this year are Bobby Bowden and Ben Braten from Dixie State College with 'Dream Utah', 'Film Utah' and Rhett Lewis from Logan, Utah with 'Colors'. The Best Concept Award Winner is Burke Lewis from Melville, Utah for 'We Are Filmmaking.'

There were nearly 100 submissions from around the Beehive State that were judged by local motion picture and advertising professionals. The announcement took place during a semi-annual luncheon which allows local filmmakers, vendors and state officials to come together and discuss Utah's film industry.

The surprise of the luncheon was 'Napoleon Dynamite' Director Jared Hess who spoke about working with acclaimed cinematographer, TC Christensen, whose work includes 'Work and the Glory' and 'The Testaments,' as a camera loader. He also talked about working with Utah film crews, in regards to 'Napoleon Dynamite,' and his new film 'Gentlemen Broncos' that will be shooting in Utah this spring. After his speech, Hess announced the Best Concept Award Winner.

The Best Concept Award is something new to the "Spot On" Contest. The concept winners will get the opportunity to re-make their commercial spot using a professional crew and equipment. Redman Movies and Stories will be donating the equipment for the new spot, which will debut at the UFC Summer Luncheon. "There were so many interesting concepts that came in, so we asked the judges to evaluate the spots and choose one that could be developed further." said Marshall Moore, director of the Utah Film Commission.

Both contest winners received a trophy marking the occasion, along with a \$1,500 check. In addition to this prize, the Utah Film Commission will air the winning spots during the 2008 Sundance Film Festival on Park City Television.

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FOR IMMEDIATE RELEASE:  
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## **Clean Sweep...1, 2 and now 3!** *"High School Musical 3" Filming in Utah Starting in April*

Salt Lake City, UT – "High School Musical 3", is set to shoot this April in Utah because of a cooperative agreement between The Utah Film Commission, the Governor's Office of Economic Development (GOED) and the Utah State Legislature. The State has seen an ever increasing number of feature films produced in Utah over the last few years because of the success which the Motion Picture Incentive Fund (MPIF) has enjoyed in attracting a wider variety of film productions to Utah.

This past legislative session the Legislature approved a \$1.5 million increase for the MPIF bringing the total appropriation for the fiscal year 2009 to \$5.5 million. The MPIF has brought such films as Disney's "High School Musical" 1 & 2 to the State. Those two films alone have brought \$8 million and 180 jobs to Utah when they were being filmed. Now High School Musical 3 alone is projected to spend \$13 Million.

Governor Huntsman encouraged the Legislature to approve the increase after Utah saw more than 40 feature films and one network television series shot in the State between 2006-2007 generating \$99 million in economic development dollars.

"Our position as a premier film destination encourages a significant increase in the number and size of films produced here," said Governor Huntsman. "Utah's film industry continues to deliver large dividends to our economy's success."

Since its inception in 2004 the MPIF has seen significant growth which has further enhanced the success of the Utah film industry. "The Legislature continues to show a tremendous amount of confidence in the MPIF and the exceptional economic impact it will continue to have on the State in the years to come" said Marshall Moore, Director of the Film Commission.

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## Governor Huntsman Addresses the Big Picture with the Utah Film Industry

**Salt Lake City, UT** – Governor Jon Huntsman addressed the “big picture” with the Utah film industry during its annual summer luncheon at the Hilton hotel. The big picture Governor Huntsman addressed was his interest in enhancing the current Motion Picture Incentive program to attract larger movie productions as well as an ongoing television series.

Improving the incentive program will allow Utah to compete for larger film productions to be produced in the State. “Imagine the impact of a \$100 million major movie,” said Governor Huntsman. “If we want to be the premier film destination in the U.S., we need a premier Motion Picture Incentive program.” With over 40 states offering incentive packages, Governor Huntsman emphasized “We need our incentives to be more competitive to encourage the Utah production of all sizes of films. Utah is doing well with the smaller independent films but it is the larger studio films that Utah will gain with the Motion Picture Incentive change.” The Governor indicated this would be a top priority for the Governor’s Office of Economic Development in the 2009 Legislative session.

Marshall Moore, director of the Utah Film Commission, fully supports Governor Jon Huntsman’s interest in creating a more robust incentive for film productions. “The Utah Film Commission’s future goal is to attract the large studio productions that are interested in filming their projects in Utah, but currently won’t consider the State because we are not as competitive. By making the improvements to the film incentive program we will be able to continue attracting the smaller independent films and go after an ongoing television series and the large budget films as well.”

The original “High School Musical” (2005) was a small budget film at \$4.5 million; it generated \$2.6 million in direct Utah spending. By comparison, “High School Musical 3: Senior Year” (2008), has a budget of \$33 million; the projected spending in Utah has increased \$10.7 million to \$13.3 million.

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HSM3 only came to Utah because of a one time allocation of \$1.5 million from the Utah State Legislature to keep the production in the State. “Comparing the increased dollars spent in Utah by ‘High School Musical 3: Senior Year’ to the original ‘High School Musical’, a small change to the Motion Picture Incentive program will allow productions like these and even larger ones to consistently come and benefit our film industry and the State,” added Moore.

Don Schain, president of the Motion Picture Association of Utah (MPAU), which represents over 300 Utah film industry professionals, also addressed the luncheon. Schain, an influential producer, has brought many productions to the state, including all three “High School Musicals.” Mr. Schain applauded Governor Huntsman’s ongoing support of the film industry in Utah. He encouraged those working in the film industry to be more involved in the MPAU by contacting their local state representatives and doing all they could for the local industry.

The conclusion of the luncheon featured Burke Lewis winner of the Concept Award at the 2007 Utah Film Commission “Spot On” Commercial Contest. Lewis premiered the new commercial which he directed and Kaleidoscope Pictures produced along with the Utah Film Commission. The upcoming 2008 “Spot On” Commercial Contest was also announced. The contest is open to all Utah residents and students attending school in the state. Submissions rules and guidelines will be posted online on August 1, 2008 at [film.utah.gov](http://film.utah.gov).

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### **“High School Musical 3: Senior Year” Breaks Records** *Film Puts Utah on the Worldwide Map*

SALT LAKE CITY - “High School Musical 3: Senior Year” (HSM3) broke records at the box office opening weekend, and the Utah Film Commission is hoping the blockbuster film will help bring Utah more film opportunities. Millions across the globe last weekend watched the highly anticipated musical filmed on location in Utah. In the United Kingdom, Walt Disney Pictures announced “HSM3 had the biggest advance bookings in cinema history, beating out ‘Harry Potter and the Goblet of Fire,’ ‘The Lord of the Rings,’ and all Bond films.”

It was also the largest debut on opening weekend in North America, for a feature length musical at \$42 million, according to estimates from Nielsen EDI. As of date the film has currently raked in \$104 million in tickets sales around the globe.

“The ‘High School Musical’ franchise has been great for the State of Utah economically,” said Marshall Moore, director of the Utah Film Commission, an agency of the Governor’s Office of Economic Development (GOED). “What’s great about having a big production like ‘High School Musical 3’ is that producers are seeing the work of an almost exclusively Utah crew. Productions interested in the state see Utah’s work ethic through these films and want to shoot in Utah.” “This offers a big boost to Utah’s film industry to attract bigger budget productions,” added Moore.

Jason Perry, executive director of GOED led the charge for “High School Musical 3: Senior Year” to receive an enhanced incentive. With the film possibly heading to New Mexico, the State of Utah offered a one time \$1.5 million appropriation, keeping the film in the state. Since this appropriation Utah hopes to have new film incentives approved in the 2009 legislative session to lure more projects like the “High School Musical’s back to the state.” “New film incentives will both save and revolutionize the film industry in the State of Utah,” said Perry.

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“No state can buy a billboard that’s bigger than a film,” said Leigh von der Esch, managing director of the Utah Office of Tourism. “We hope that ‘High School Musical,’ and the more than 800 other films that have been shot in the state, will continue to entice tourists to come visit our movie locations.” HSM3 was shown on nearly 6,000 screens in 3,623 theaters worldwide.

The principal of Salt Lake City’s East High School, Dr. Paul Sagers, can attest to the high visibility his school has received ever since the highly acclaimed “High School Musical” films were shot at the school. “We have people from all over the world that come to tour the real East High School,” said Sagers. “We have to accommodate them after school hours so they can have enough time to tour the entire school.”

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For more information please visit [film.utah.gov](http://film.utah.gov)



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### **Utah Film Commission Announces Winners of the 2008 "Spot On" Commercial Contest**

Salt Lake City, UT – The Utah Film Commission (UFC) held its annual Awards Luncheon at the Little America Hotel on Monday, handing out top prizes for two commercial spots that were submitted for its yearly "Spot On" Commercial Contest. Tony Henrichsen and Bob Lanoue from Salt Lake City won with "Kidney Theft" and Jeff Blake from Provo taking the next winning accolade with "Passage to Bollywood."

For the past six years, the UFC has held its "Spot On" Commercial Contest, giving the opportunity for local residents and those attending school in the state to submit originally created commercial spots to help promote Utah as a filming destination. The commercials were reviewed and judged by an independent group of industry professionals with backgrounds in film and advertising: Clark Caras, marketing director for the Governor's Office of Economic Development; Tori Baker, executive director of the Salt Lake Film Society; Mark Hofeling, motion picture production designer; Burke Lewis, Rhett Lewis Studio 1 Pictures; and Mariah Mellus, marketing and outreach coordinator for the SLC Film Center.

The judges watched nearly ninety spots to arrive at their ultimate decision. The winners received \$1,500 for each spot, official UFC gear and 2009 Sundance Film Festival credentials. The winning spots will be aired on Park City Television during the 2009 Sundance Film Festival. Other awards given were the Concept Award - Will Rubio and Jacob Van Wagoner for "That's How We Roll," 18 Years or Younger Award – Taylor Lewis for "Chase," and several entries received honorable mentions.

Film, television and theater actor Edward Herrmann, ("Grey's Anatomy," "Gilmore Girls," and narrator for The History Channel) spoke at the luncheon about his experience as an actor, including his recent role in Disney Channel's "Hatching Pete," filmed entirely on location in Utah.

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His speech resonated the importance of the film industry being an economic generator for the state, while mentioning the value and his affection for Utah. “I have a long and rich history in Utah, I do truly love it here,” said Herrmann. The Emmy Award-winning actor does in fact have a history in the state, meeting his wife Starr nearly 30 years ago during the filming of “Harry’s War” that was shot in St. George, Utah.

Jason Perry, executive director of the Governor’s Office of Economic Development reiterated the importance of this industry in his speech to those in attendance saying, “Film is one of those industries’ that both increases the positive awareness of the state of Utah around the world, and is creating revenue as well. We intend to keep up our strong support for the industry.”

Director of the Utah Film Commission, Marshall Moore, explained the importance of the commercial contest and the relationship it has with the local film industry at large. "Each year the commercials keep getting stronger and more creative; which continues to show the growth of talent Utah has to offer in marketing the state for future film projects, said Moore.

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